

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY AMMAN PRIORITY
INFO AMEMBASSY DAMASCUS PRIORITY

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E.O. 11652: GDS

TAGS: BEXP, OTRA, JO, US

SUBJECT: JORDANIAN PLANS TO ESTABLISH AN INTERNATIONAL
INDUSTRIAL FAIR IN AMMAN

1. DEPARTMENT RECENTLY RECEIVED DIPLOMATIC NOTE FROM
JORDANIAN EMBASSY IN WASHINGTON INFORMING US OF JORDANIAN
MINISTRY OF TRADE AND INDUSTRY PLANS TO ESTABLISH AN INTER-
NATIONAL INDUSTRIAL FAIR IN AMMAN. NOTE INVITES U.S. TO
RESERVE SPACE IN GENERAL PAVILION OR REQUEST SPACE FOR PRI-
VATE PAVILION.

2. WE ASSUME THAT AMMAN FAIR WOULD FALL UNDER CATEGORY OF
TYPE II COMMERCIAL PRESENCE FAIR (EMBASSY PROCURED, SELF-
FINANCED FROM EXHIBITORS CONTRIBUTIONS). GIVEN CURRENT
ATTITUDES TOWARD FUNDING U.S. PARTICIPATION IN SUCH FAIRS,
RECRUITMENT DIFFICULTIES, AND ANNUAL SCRAMBLING TO ENSURE
CONTINUED U.S. PARTICIPATION IN THE DAMASCUS INTERNATIONAL
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FAIR, WE HAVE SERIOUS DOUBTS AS TO WHETHER WE COULD
MOBILIZE SUFFICIENT RESOURCES TO ENSURE SUCCESSFUL U.S.
PARTICIPATION IN AMMAN FAIR ON ANNUAL BASIS. PULLING OUT
AFTER ONE YEAR WOULD BE EMBARRASSING FOR U.S. AND SEND
UNNEEDED NEGATIVE SIGNAL TO GOJ.

3. GIVEN INCREASING PRESENCE OF U.S. BUSINESS COMMUNITY IN

AMMAN, DEPARTMENT WONDERS IF U.S. PARTICIPATION MIGHT BE

MADE POSSIBLE BY LOCAL FIRMS RESERVING SPACE IN GENERAL PAVILION, WITH EMBASSY COMMERCIAL SECTION PROVIDING ASSISTANCE AS NECESSARY. TO RESERVE A SEPARATE PAVILION, AND ENSURE SELF-FINANCING, 15-20 EXHIBITIONS WOULD BE NEEDED.

4. WHILE WE WOULD LIKE TO SHOW GENUINE INTEREST IN SUCCESS OF PROPOSED AMMAN FAIR, WE BELIEVE THAT THE CHANCES FOR A MAJOR RECRUITING EFFORT TO BE LAUNCHED FROM THIS END ARE DIM. WE ASK FOR EMBASSY COMMENTS ON PROSPECTS FOR U.S. PARTICIPATION BEFORE RESPONDING TO JORDANIAN NOTE. WE ENCOURAGE EMBASSY DAMASCUS TO RESPOND AS WELL, IN LIGHT OF DAMASCUS FAIR EXPERIENCE.

5. TEXT OF NOTE AS FOLLOWS:

JUNE 19, 1978

THE EMBASSY OF THE HASHEMITE KINGDOM OF JORDAN PRESENTS ITS COMPLIMENTS TO THE STATE DEPARTMENT AND HAS THE HONOR TO INFORM THAT THE JORDANIAN MINISTRY OF TRADE AND INDUSTRY IS PREPARING PLANS TO ESTABLISH AN INTERNATIONAL INDUSTRIAL FAIR IN AMMAN.

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THE JORDANIAN MINISTRY OF TRADE AND INDUSTRY IS PREPARED TO ALLOCATE SPACES FOR COUNTRIES WISHING EITHER TO HAVE ITS PRIVATE PAVILION OR RESERVE SPACE IN THE GENERAL PAVILION.

THE EMBASSY WOULD APPRECIATE AN EARLY REPLY TO ENABLE THE PLANNING COMMITTEE IN ALLOCATING SPACES FOR INTERESTED COUNTRIES.

THE EMBASSY OF THE HASHEMITE KINGDOM OF JORDAN AVAIL ITSELF OF THIS OPPORTUNITY TO RENEW TO THE STATE DEPARTMENT THE ASSURANCES OF ITS HIGHEST CONSIDERATION AND ESTEEM.

END TEXT. CHRISTOPHER

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